



**PROTOCOL & DIPLOMACY INTERNATIONAL**  
*PROTOCOL OFFICERS ASSOCIATION*

**Partnering with PDI-POA**

Protocol & Diplomacy International-Protocol Officers Association is excited to announce our Sponsorship Opportunities for 2025.

PDI-POA's mission is to provide the highest level of collective expertise and training, information, and advice regarding international and national accepted rules of protocol. The partnership between PDI-POA's members and its vendors is a crucial part of this mission, and we look forward to fostering more connections and showcasing our sponsorship partners.

The partnership offerings listed in the packet provide sponsors with opportunities for year-round exposure to PDI-POA members. These opportunities also provide sponsorship partners the ability to further support the protocol industry beyond the Annual Educational Forum and establish themselves as the experts in their service industry.

Please note, this sponsorship packet is meant to be a starting point - if there are opportunities to meet your marketing goals that are not included within the packet, please let us know and we would be happy to get creative!

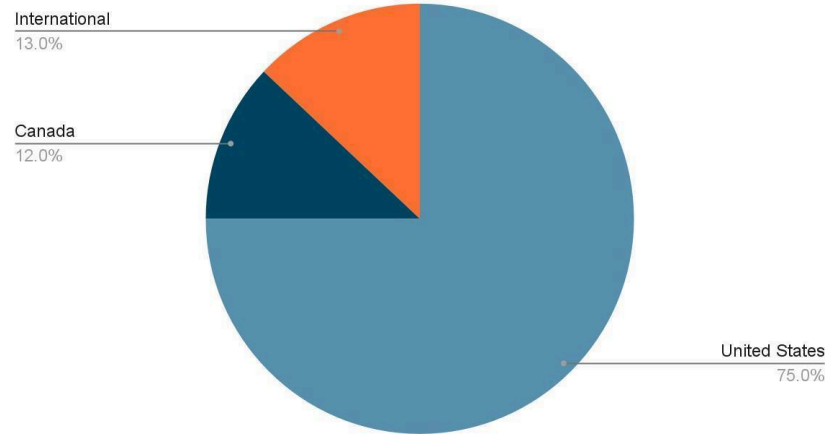
As we further establish the Sponsorship opportunities, you will see below that we have added new opportunities for recognition throughout the year and specifically at the Annual Education Forum. As PDI-POA grows, we invite you to grow with us, with exclusive exposure to our members and new opportunities to connect and engage with them.

Thank you for your continued support of PDI-POA.

Sarah Eller  
Executive Director, PDI-POA

## What you should know about PDI-POA members

### Membership Reach



### ***What positions do PDI-POA members hold in their organizations?***

Members of PDI-POA are decision makers who purchase gifts, goods, and services. Some work in a single person office. Others are part of extensive protocol teams influencing every decision made at their events, visits, and ceremonies.

No matter the size of the organization or number of employees, PDI-POA members frequently work with vendors across industries. They plan and execute events not only in their immediate location, but also in numerous cities throughout the world. To successfully deliver high quality events and provide hospitality and support for dignitaries, they engage the services of vendors including but not limited to:

- Transportation
- Travel support
- Security
- Lodging
- Conference and meeting spaces
- Catering
- Floral and decor
- Audio-video services
- Photography and videography
- Gifts
- Interpretation and translation

The most frequently occurring job title is Protocol Officer, Protocol Manager, or Protocol Specialist. Other frequently held job titles include: Chief of Protocol, Deputy Chief of Protocol, Chief of Staff, Director of Events, Director of Ceremonies, Director of International Relations, Event Coordinator, Executive Director of Protocol & Events, Head of Protocol & VIP Management, Manager of Protocol & Customer Relations, Professor (and its variations), Social Secretary to the Ambassador, Special Events Coordinator, Vice President of Events, and Visits Officer.

## **Sampling of PDI-POA represented organizations**

*Please note, not all organizations are listed.*

Air Force Special Operations Command  
Alberta Protocol Office  
Bank of Canada  
Brookhaven National Laboratory  
Central Intelligence Agency  
Consulate General of Haiti Miami  
Defense Information Systems Agency  
Embassy of the Federal Republic of Germany  
Drexel University  
Ghana Revenue Authority  
Hartsfield Jackson International Airport  
Lockheed Martin Aeronautics  
Meta  
Ministry of Foreign Affairs and Foreign Trade of Barbados  
Office of the Secretary to the Governor General  
Port of Los Angeles  
Royal Australian Air Force  
State of Utah - Governor's Office of Economic Opportunity  
The Boeing Company  
The Church of Jesus Christ of Latter-day Saints  
The Coca-Cola Company  
U.S. Department of State  
University College Dublin

## 2025 Sponsorship Opportunities

### Why sponsor?

- 181 professionals in attendance at the 2024 Annual Education Forum in representation over 100 organizations, companies, governments, etc. represented
- With over 7 virtual events scheduled for 2025, attendance estimated to be 40-50 per event from all over the globe
- PDI-POA's social media reaches over 3,000 professionals all over the world
- Our Protocol Brief has over 300 subscribers
- At the 2024 Annual Forum, there were over 6 hours of dedicated networking opportunities
- Exclusive exhibiting opportunities at the Annual Forum

*\*\*Complimentary registrations will be available to sponsors based on unrestricted cash donations only.*

*\*\*Sponsorship will not go into effect until payment is received to the PDI-POA Office.*

### Virtual Sponsorship

This sponsorship opportunity is designed for organizations looking to connect with a global audience through webinars, book club events, and discussion platforms. It provides the chance to engage with industry experts and professionals from protocol offices around the world.

Cost: \$500 per event

#### Benefits:

- Logo on the event page displayed as an event sponsor
- Logo on the event social media posts
- Opportunity to introduce the speaker or topic
- Provide a brief 2-minute pitch at the beginning of the event
- Facilitate discussion conversation
- Includes 2 admissions to the event

In addition, we welcome **individuals to sponsor PDI-POA at the Patron level (\$250)**. Patrons will be listed on an informational slide during the 2025 General Membership Meeting, on the Patrons list on the PDI-POA website, as well as on a Patrons page in Forum materials. Patrons have the option of designating their sponsorship to the PDI-POA Scholarship Fund

## Forum Package Details

The Annual Education Forum is an opportunity for protocol professionals to expand their knowledge, refresh skills, and reunite with colleagues from around the world. A typical format of the Forum is plenary sessions, educational breakouts, networking lunches, off-site plenary sessions & visits, a welcome and closing reception.

The 2025 International Protocol Education Forum will be held in Miami, Florida, USA. PDI-POA welcomes sponsors from around the world to support this event and our internationally attended events held throughout the year.

Specific 2025 opportunities to sponsor are:

- Welcome Reception
- *Closing Reception - SPONSORED*
- Plenary Speaker(s) - travel, hotel, honorarium, etc.
- Luncheon
- Snack Break
- Transportation to and from off-site locations
- Audio-visual sponsorship
- Attendee gifts
- *Photography - SPONSORED*

These are just a few of the options for the 2025 Forum. We welcome your ideas and look forward to discussing how we can create a mutually beneficial partnership.

	Ambassador \$15,000	Minister \$10,000	Counselor \$7,500	Attache \$5,000	Exhibitor \$2,500
6' Table & chairs - vendor space	Up to 2	Up to 1	Up to 1		
Electronic Reg. List	6 week in advance, with weekly updates	3 weeks in advance, with weekly updates	2 weeks in advance, with weekly updates	On-Site	On-Site
Sponsorship Listing on App	Premier Logo Placement	Logo	Logo	Logo	Name
Sponsorship Listing on Slides	Premier Logo Placement	Logo	Logo	Logo	Name
App Push Notifications	Yes	Yes			
Speaking Opportunity	Yes - 5 Min	Yes- 2 Min			
Attendee Event Registrations	3	2	1		
Invitation to Reception	Yes	Yes	Yes	Yes	Yes